curating the candidates for the tastes, wherein the curating comprises:

filtering the candidates for the tastes to remove extracted candidates based on application of extraction rules for managing structured taste data that is stored in a storage associated with the system,

determining a status of at least one remaining candidate as approved or rejected, wherein the status of the remaining candidate is determined based on processing of received user feedback,

generating taste data for an approved candidate, wherein the generating comprises assigning parameters that comprise a descriptor type and a recommendation type, and

associating the generated taste data with content of the application based on analyzing the assigned parameters of the taste data and attributes of the content, wherein the associating comprises storing associations between the taste data and the content in the storage to update the structured taste data.

11. The system according to claim **10**, wherein the method further comprising presenting the taste data to a user of the application based on the stored associations, wherein the presenting displays the taste data within the application as directed information.

12. The system according to claim **11**, wherein the curating further comprises clustering the generated taste data in a cluster with other taste data, the cluster representing hierarchical relationships between the generated taste data and other taste data, and storing cluster data for the cluster in the storage to update the structured taste data.

13. The system according to claim **12**, wherein the generating of the taste data further comprises identifying whether the generated taste data is a non-compositional compound and the clustering further comprises managing implications associated with the cluster data in response to identifying whether the generated taste data is the non-compositional compound.

14. The system according to claim **13**, wherein the clustering further comprises associating synonyms for the generated taste data in the cluster based on matching the generated taste data with the other taste data.

15. The system according to claim **14**, wherein the clustering further comprises determining a canonical phrase to represent the cluster data and setting any of the cluster data to be presentable in the application as the canonical phrase.

16. The system according to claim **15**, wherein the clustering further comprises synthesizing the cluster data, wherein the synthesizing comprises at least one of rephrasing a portion of the cluster data, and expanding the cluster to include created taste data.

17. The system according to claim **16**, wherein the associating of the generated taste data with the content further comprises associating the content with the canonical phrase, and wherein the method further comprising presenting the canonical phrase to a user of the application based on the stored associations, and wherein the presenting displays the canonical phrase within the application in association with creation of directed information.

18. The system according to claim **10**, wherein the associating further comprises applying data association rules to determine associations between the generated taste data and the content, and wherein the data association rules comprise determining whether to blacklist generated taste data from being associated with particular content and selectively blacklisting the generated taste data.

19. A computer-readable medium including executable instructions, that when executed on at least one processor, causing the processor to perform operations comprising:

viewing, through a graphical user interface associated with an application, a corpus of structured taste data that is stored in a memory of a processing device, wherein the structured taste data comprises a plurality of tastes and associations between the plurality of tastes and venue data, and wherein a taste is one or more elements that describe an entity and is used to provide context for the venue data;

receiving input corresponding to a particular taste; and

in response to the received input, displaying, through the graphical user interface, taste data for the particular taste retrieved from the corpus of structured taste data, wherein the taste data comprises metadata for the particular taste, associations between the particular taste and other taste data, and associations between the particular taste and the venue data.

20. The computer-readable storage medium according to claim **19**, where the operations further comprising: receiving update the structured taste data, and displaying, through the graphical user interface, update to the structure taste data in response to the received update.

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